

WHICH CREATES THE BIGGER HALO: CAUSE-RELATED MARKETING OR CAUSE  
SPONSORSHIP?

BY

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THESIS

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## ABSTRACT

Corporate social responsibility (CSR) used to act as a set of rules for companies to abide by, but it has evolved into a central part of the business strategy (Keys et al., 2009). CSR practices have proven to greatly enhance the company's reputation and brand. This study tests the benefits of a positive halo effect from CSR campaigns and explores the role of involvement in the relationship. A halo effect can be described as a cognitive bias in which one trait can positively affect the subsequent perceptions of a brand (Madden et al., 2012), and this study defines involvement through personal relevance.

While there has been research on the positive brand effects produced by CSR, there is limited research into how consumer involvement in terms of personal relevance to the CSR campaigns can contribute to the extent of the halo effects. The present study examined to what extent two types of CSR (cause-related marketing; CRM and cause sponsorship; CS) versus a control group, create an overall favorable impression of the brand. Specifically, a 3 x 1 experiment was conducted with university students to see if a CS, CRM or control (no CSR) Facebook page for a fictitious café brand influenced liking of the brand, quality and other brand attributes, CSR, willingness to recommend, behavior, and behavioral intent. Based on halo effects and involvement, it was expected that the CSR campaigns would have a larger effect on the dependent variables. It was further hypothesized that CRM would create a bigger halo than CS and the control, and that involvement—in terms of personal relevance—would moderate the positive effects of that halo. In other words, if CRM induces greater message involvement, that involvement should heighten the positive effects of CSR. Results of the experimental study revealed that no halo effects were found on brand attribute ratings; however, both CSR campaign messages (CRM and CS) resulted in higher overall CSR ratings for the brand. Further,

participants who view a CS campaign are more willing to recommend the Facebook page of the restaurant brand than the CRM group, and participants in the CS group are more likely to visit the restaurant. Both theoretical and practical implications are discussed and further research is recommended.

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## CHAPTER 1: INTRODUCTION

Corporate social responsibility, or “actions that appear to further some social good, beyond the interests of the firm and that which is required by law” (McWilliams and Siegel, 2001, p. 117), used to act as a set of guidelines forced upon companies in order to stay out of trouble in the media and the law (Keys et al., 2009). Nowadays though, consumers are deliberately seeking out more socially responsible companies and are willing to pay a premium to support them. According to the 2013 Cone Research Report, 91% of global consumers are likely to switch brands to one associated with a good cause, given comparable price and quality, and 50% would be willing to reward a company by paying more for their goods and services. Additionally, 93% of consumers in the U.S. say that they have a more positive image, 90% are more likely to trust, and 90% are more loyal to companies that support a good cause (Cone, 2013).

With consumer interest in brands supporting a good cause, brands are starting to take note and focus their marketing efforts on corporate social responsibility (hereafter CSR). McWilliams and Siegel (2001) define CSR as “actions that appear to further some social good, beyond the interests of the firm and that which is required by law” (p. 117). There are several forms of CSR that range from for-profit companies incorporating CSR initiatives into their mission statements, such as TOMS and their one-for-one mission ([www.TOMS.com](http://www.TOMS.com)) or Microsoft’s commitment to corporate citizenship (<http://www.microsoft.com/about/corporatecitizenship/en-us/>) to short-term partnerships with charitable causes. Unilever recently began a new campaign called “Project Sunlight,” which says that “it is possible to build a world where everyone lives well and lives sustainably” by doing small actions everyday to make a difference (Neff, 2014). This campaign partners with Feeding



America to build consumer awareness of Unilever and their sustainability efforts, and Unilever provides donations to Feeding America (Neff, 2014).

Unilever took “Project Sunlight” to television and paid media, but in this digital age, brands also recognize the need to employ their social responsibility efforts online. For example, Google began a campaign in November 2014 to help fight Ebola, where the company donates \$2 for every \$1 donated, on their homepage ([google.com](http://google.com)) and on their Facebook page ([facebook.com/Google](http://facebook.com/Google)). Similar to Google, companies are utilizing their owned media to engage consumers with their CSR efforts. Embracing owned media can be much more cost-efficient than paid media and allows for increased speed, consumer engagement, and in some cases even reach on a larger scale (Chui et al., 2012).

CSR also can enhance the corporate brand. Studies have shown that CSR can lead to an improvement in consumer beliefs, attitudes and intentions (Becker-Olsen et al., 2006), a positive effect on reputation (Arora and Henderson, 2007; Sen and Bhattacharya, 2001), more favorable brand and product evaluations (Brown and Dacin, 1997; Ellen et al., 2000; Sen and Bhattacharya, 2001) and increased loyalty (Maignan et al., 1999).

Studies have also demonstrated that CSR efforts can produce a halo effect (Cone, 2010; Smith et al., 2010). A halo effect can be described as a cognitive bias in which one trait can positively affect the subsequent perceptions of a brand (Madden et al., 2012). The halo effect is essentially a tendency to create an overall impression from a few pieces of knowledge, which influences subsequent ratings of the brand, product, or person. Positive halo effects can lead to an increase in positive attitudinal ratings on other brand attributes of which consumers may have little to no knowledge, such as when physical attractiveness is associated with being more social and intelligent (Feingold, 1992). Madden et al. (2012) surveyed 100 participants from four

countries who were asked to provide ratings on quality and other attributes and CSR ratings. The results showed that halo effects were apparent in brand recommendations and willingness to recommend in a cross-national survey study of automotive brands. That is, if consumers rated a brand high on CSR, these ratings translated into higher ratings on other brand attributes. Madden et al. (2012) found evidence to support halo effects with an overall global brand score and attribute-specific scores. If the global score is large relative to the attribute scores, then the attribute scores reflect a halo rating for the brand rather than the true rating of quality. Feingold (1992) conducted a review of literature covering the correlation between physical attractiveness and perceptions of being more social, more intelligent, more popular, and more sexually experienced. Even though these studies do not give any information on characteristic traits other than the physical appearance, the ratings are inflated. This could be because there is a halo effect.

The two primary forms of CSR are cause sponsorship and cause-related marketing. Cause-related marketing is “where a corporation commits to making a contribution or donating a percentage of revenues to a specific cause based on product sales” (Lee et al., 2005, p. 54). Cause sponsorship, on the other hand, is “where a corporation provides funds, in-kind contributions or other corporate resources for promotions in order to increase awareness and concern about a social cause or to support fundraising, participation, or volunteer recruitment for a cause” (Lee et al., 2005, p. 53). The difference for the consumer is whether or not they must take an action in order for the firm to donate to the cause. For corporations, CRM may have the benefit of driving sales, but which CSR effort more positively impacts brand attitudes and purchase intentions?

Although there are numerous studies on CSR (Brown and Dacin, 1997; Ellen et al., 2000; Lee et al., 2005; Sen and Bhattacharya, 2001) and separate studies on the effects and outcomes

of CRM (Berger et al., 1996; Chen et al., 2013; Creyer and Ross, 1996; Jeong et al., 2013; Landreth, 2002; Ross et al., 1992; Varadarajan and Menon, 1988; Vilela and Nelson, 2013) and CS (Cornwell and Coote, 2005; Jeong et al., 2013; Lee and Kotler, 2008; Menon and Kahn, 2003; Sirgy, et al., 2007), there is a lack of research comparing across these two types of CSR. Whereas companies may understand that CSR is important, their budgets may direct them to choose one of these methods and not both. Understanding which type of CSR contributes to brand value is therefore important. Additionally, while studies have shown evidence of halo effects in CSR, there is little understanding of how halo effects may operate across different categories of CSR, namely cause-related marketing and cause sponsorship. Therefore, the purpose of this experiment was to test the potential halo effects produced by two types of corporate social responsibility: cause sponsorship and cause-related marketing.

The study helps to determine the scope of a halo effect produced by CSR and its impact on behavior, willingness to recommend the brand and brand social media page, liking of the brand, and ratings on other brand attributes. More specifically, a 3 x 1 experiment was conducted with university students to see if a CS, CRM or control (no CSR) Facebook page for a fictitious café brand influenced liking of the brand, quality and other brand attributes, CSR, willingness to recommend, behavior, and behavioral intent. Furthermore, the experiment examines the role that involvement might play in the effects. The results help marketers better understand the outcomes of corporate social responsibility campaigns in terms of a halo effect and helps to discern between cause sponsorship and cause-related marketing. Furthermore, this methodology extends the literature on halo effects to better understand if and how brand attribute ratings can be affected by an overall assessment of the brand caused by a halo effect (Thorndike, 1920).

Ultimately, the aim of the proposed study is to answer how far halo effects may extend and which type of CSR is more beneficial to brands.

## CHAPTER 2: LITERATURE REVIEW

### 2.1 Corporate Social Responsibility

The first concept that underlies this experiment is corporate social responsibility (CSR). McWilliams and Siegel (2001) define CSR as “actions that appear to further some social good, beyond the interests of the firm and that which is required by law” (p. 117). Lee et al. (2005) suggest six categories of CSR: (1) cause promotion/sponsorship, (2) cause-related marketing, (3) corporate social marketing, (4) corporate philanthropy, (5) community volunteering, and (6) socially responsible business practices. CSR, which encompasses the six categories, has been shown to lead to an improvement in consumer beliefs, attitudes and intentions (Becker-Olsen et al., 2006), a positive effect on corporate reputation (Arora and Henderson, 2007; Sen and Bhattacharya, 2001), more favorable brand and product evaluations (Brown and Dacin, 1997; Ellen et al., 2000; Sen and Bhattacharya, 2001) and increased loyalty (Maignan et al., 1999).

This research is focused on the two most commonly employed categories of CSR, which are cause sponsorship and cause-related marketing. Cause-related marketing is “where a corporation commits to making a contribution or donating a percentage of revenues to a specific cause based on product sales” (Lee et al., 2005, p. 54). Cause sponsorship, on the other hand, is “where a corporation provides funds, in-kind contributions or other corporate resources for promotions in order to increase awareness and concern about a social cause or to support fundraising, participation, or volunteer recruitment for a cause.” (Lee et al., 2005, p. 53). The main difference between the two lies in the action of the consumer with the campaign. Cause-related marketing (CRM) requires the consumer to take some sort of action to increase the contribution to the cause from the marketer. In cause sponsorship (CS), the donation is a fixed amount, which does not depend on consumer action (Jeong et al., 2013).

### 2.1.1 Cause-Related Marketing

Cause-related marketing (hereafter CRM) is thought to have begun in 1983 with American Express and the Statue of Liberty Restoration Project. American Express donated a penny toward the restoration of the Statue of Liberty every time a transaction was made using the card, and a dollar was donated every time a new card was issued (Tabaka, 2011). Since then, brands have begun to see the benefits of CRM and have taken it more seriously. Most typical examples require that the consumer purchase a good (e.g., yogurt) and the company will donate a certain % or amount to an associated cause. A well-known example of a company that has taken CRM to a new level is TOMS. TOMS began as a shoe company that pledged “one for one”: for each pair of shoes sold, a pair of shoes would be donated to a child in need. This is taking CRM to another level of giving, where it is intertwined into the mission statement of the company. Varadarajan and Menon (1988) identify these distinctions as differences in the level of association. The partnerships can be on an organizational level, brand level, or product line level (Varadarajan and Menon, 1988). On a lower level of giving and a more widely used practice of CRM, one example is Yoplait’s “Save Lids to Save Lives”, which donates 10 cents to the Susan G. Komen for the Cure for every yogurt lid that is mailed in or entered on the website (<https://friendsinthefight.yoplait.com>, 2014).

Varadarajan and Menon (1988) examined multiple case studies of companies employing CRM and said that CRM can help meet major corporate and marketing objectives, such as “gaining national visibility, enhancing corporate image, thwarting negative publicity, promoting repeat purchases, increasing brand awareness, increasing brand recognition, enhancing brand image, and broadening the customer base” to name a few (pg. 60). CRM additionally has a direct sales impact because of the required participation of the consumer to contribute.

Empirical research has shown CRM can lead to increased positive liking of the brand and products, increased sales, and increased knowledge (Meenaghan and Shipley, 1999). Cui et al. (2003) examined how generation Y responds to CRM, and showed that CRM elicited a more positive response for a disaster cause rather than an ongoing cause and that there is a positive relationship between evaluation of CRM and purchase intent. One study conducted in 1992 showed participants an ad that employed CRM then asked them their liking of the brand and the cause, showing positive attitudes toward both and gender effects with which females responded more favorably (Ross et al., 1992). A problem with this study though, along with other studies on CRM, is that CRM was explained to the consumer prior to the interview questions. This may lead the consumer to respond in terms of demand characteristics.

CRM has been thoroughly examined in research with dependent variables, moderating variables, and mediating variables. Studies have shown that CRM can change attitudes toward the brand and products (Berger et al., 1996; Ross et al., 1992), reduce negative effects of unethical behavior (Creyer and Ross, 1996), increase brand and retailer switching behavior (Smith and Alcorn, 1991), and enhance product evaluations (Chen et al., 2013). Research has also explored the moderating variables that might affect the results, such as donation size (Dahl and LaVack, 1995; Holmes and Kilbane, 1993) (which had opposing results), the role of gender with females demonstrating more favorable attitudes toward CRM (Ross et al., 1992, Vilela and Nelson, 2013), the role of congruence for varying levels of social responsibility (Chen et al., 2013), and the level of skepticism of the consumer (Webb and Mohr, 1998). Additionally, Landreth (2002) used fictitious brands and showed a relationship between cause importance and cause proximity to elaboration. The author found that cause importance and cause proximity are both important factors leading to higher affect elaboration and attitudes. Additionally, Landreth

(2002) found that the consumer's level of participation in order for the firm to make the donation plays a role. There is a vast area of research around CRM, but there needs to be more research comparing against other forms of CSR, such as cause sponsorship (CS).

### 2.1.2 Cause Sponsorship

Cause promotion/sponsorship is mainly focused on raising awareness for a cause or for supporting a social issue (Lee and Kotler, 2008). The support for the cause by the brand does not depend on an action taken by the consumer. In early November 2014, Facebook employed a cause sponsorship campaign on their site, stating that the CEO would donate \$25 million to the Centers for Disease Control Foundation to fight Ebola and the company would donate 100 terminals to provide internet access to Ebola aid workers in affected countries (Reuters, 2014).

There is a lack of research examining cause sponsorship of this type. Some studies mention that they are utilizing cause sponsorship or cause promotion, yet the methodology instead includes CRM, where the consumer must take an action for the company to support the cause. For example, Menon and Kahn (2003) conducted four lab experiments to understand the benefits of CSR on the corporation by comparing cause sponsorship and advocacy advertising. This study is not actually cause sponsorship, though. It is actually CRM because the consumer must make a purchase. A few other studies have researched CS and indicate that sponsorship can lead to an increase in brand loyalty when customers are involved with the event and are aware of the firm sponsoring the event (Sirgy, et al., 2007) or when the consumers identify with the non-profit organization leading to purchase intentions (Cornwell and Coote, 2005).

However, most of the research looks at corporate sponsorship that is not related to a cause, but is sponsorship, which may be related to sports, arts, and culture (Madrigal, 2001, Cornwell and Maignan, 1998). However, sponsoring a cause may result in different consumer



perceptions than sponsoring a sporting event. Indeed, there are multiple studies that have outlined the potential benefits of utilizing CS (Polonsky and Speed, 2001). Meenaghan (1983, 1991) suggests that CS can be utilized to counter adverse publicity, increase awareness of brands or products, and reinforce or alter perceptions of products or brands. Polonsky and Speed (2001) call for further research, though, because there is a lack of empirical research on the topic. A major reason for this is due to the lack of consistency in objectives for utilizing cause sponsorship. One company that utilizes CS might do so for vastly different reasons than another company employing CS; therefore, Polonsky and Speed (2001) explain that empirical research on the outcomes of CS is either inconclusive or inconsistent with other research.

## 2.2 CSR Goes Digital

In this year's IEG Sponsorship Report, IEG predicts that cause sponsorship will continue to rise for marketers in the year 2014. While there is expected growth, though, the fiscal numbers are slowing from years past, due to an increase in marketing efforts in the digital realm, for example on social network sites. Not only can utilizing digital marketing communications be more cost-efficient than other kinds of communications, but brands and marketers understand that fans on Facebook brand pages tend to be brand users who spend more, are more engaged, have increased loyalty, and advocate more for the brand than non-fans (Syncapse, 2013). Syncapse even goes so far as to put a numerical value of \$174 on each Facebook like (Syncapse, 2013). At \$174 per Facebook "like," companies and brands are focusing more of their campaigns online.

For example, Unilever's "Project Sunlight" campaign supporting Feeding America understands the benefits of the digital arena, showcased by an extension on the campaign's website where consumers are able to "Expand [their] food drive by going digital"

([www.projectsunlight.us](http://www.projectsunlight.us), 2014). The Project Sunlight website states, “technology and social media make it easier than ever to organize a food drive so that no child faces hunger.”

Consumers can go on the website and create a virtual food drive fund page that they can share across social media. Unilever is just one of the major brands that has brought their CSR efforts to digital.

The strategies and goals of CSR on social media are not always completely in line with campaigns that are based offline. CSR in the digital world may want to create engagement with the brand in other ways. For example, rather than pure profits, Kellogg’s “Share Breakfast” campaign values the online buzz of the campaign—with every share, tweet, pin, or watch, Kellogg’s will donate one breakfast to a child in need ([http://www.kelloggs.com/en\\_US/share-breakfast.html](http://www.kelloggs.com/en_US/share-breakfast.html), 2014). Thus, the ability to disseminate the campaign rapidly across media through consumer engagement is another hallmark of online CSR.

With this increasing trend to focus marketing efforts in digital media, academic research must reflect these changes and examine to what extent might social media influence how CSR communications affect the sponsoring brands. A few studies have begun research in this area, but it needs to be further explored. Jeong et al. (2013) conducted a study, which compares the outcomes of CS and CRM on Facebook pages. In the study, the researchers showed participants one type of campaign on a Facebook brand page and then asked them to answer a survey about the page and their reactions. The results show a more positive effect on consumer intention to “like” a brand Facebook page with CSR rather than a brand unrelated to a cause. Furthermore, results showed that those in the CRM condition indicated greater intentions to like a page than those in the CS or control conditions. The authors demonstrate that cause-related marketing increases the intention to invite friends to the page over cause sponsorship. This study was

focused on testing impression management theory—which says that people attempt to present themselves in a way that creates favorable impression—to explain the consumer motivation for following a brand page (Cialdini, 1989). Jeong et al. (2013) based their experiment on the subject's impression management by evaluating why he/she might invite friends to like a brand page. These effects are mediated by the consumer expectancy to be seen as favorable by their Facebook communities and are moderated by the type of brand (symbolic vs. functional).

Although the study by Jeong et al. (2013) and the current study are similar in method and approach, the current study is centered more on the outcomes of a marketing campaign by evaluating the possible halo effect that is formed from a brand taking part in corporate social responsibility. This research aims to further the research by Jeong et al. (2013) through the use of additional measures of advertising effectiveness, such as brand attitudes, willingness to recommend, and brand attribute ratings. Furthermore, this study provides multiple measures of behavior.

### 2.3 Involvement

This study examines which types of CSR create a bigger halo effect, but also aims to understand the role that involvement can play in this relationship. This thesis follows the general view of involvement, which focuses on personal relevance (Greenwald and Leavitt, 1984; Krugman, 1967; Mitchell, 1979; Rothschild, 1984; Zaichkowsky, 1985). This study utilizes Zaichkowsky's (1985) definition of the concept, which says involvement is “a person's perceived relevance of the object based on inherent needs, values, and interests” (p. 342). In the case of involvement with an advertisement, a person will be more motivated to respond to the ad in some way when the ad holds a higher relevance to him/her (Petty and Cacioppo, 1981). Numerous studies have shown that personal relevance can improve ad processing and

effectiveness (Campbell and Wright, 2008; Edward et al., 2002; Pashkevich et al., 2012; Sablemen et al., 2013), but few studies have examined the effects that personal relevance and involvement with CSR can have on branding and ad effectiveness (Isikman et al., 2010; Sen and Bhattacharya, 2001).

Therefore, in this thesis, personal relevance is tied to levels of involvement. It is hypothesized that CRM will create higher involvement for the participant because CRM requires an action taken by the consumer in order for the company to support the cause, which increases personal relevance. CS does not require the consumer to take an action, which creates less personal relevance for the ad; therefore, it is hypothesized that involvement will be lower for CS and the control as compared with the CRM message. It is hypothesized that there will be no significant difference in involvement between the CS and the control group.

Greenwald and Leavitt (1984) additionally examined how audience involvement moderates the effectiveness of advertising messages and presented a framework to explain it. They identify four levels of involvement (preattention, focal attention, comprehension, and elaboration), ranging on a continuum from low to high. The lower levels use relatively little cognitive capacity and only extract information needed to determine whether higher levels of involvement will be invoked, and the higher levels require greater capacity and result in increasingly durable cognitive and attitudinal effects (Greenwald and Leavitt, 1984). Furthermore, Sen and Bhattacharya (2001) study the role that congruence between the consumer and the company plays in reactions and perceptions of CSR. Their 2001 article explains how personal congruence to the company's character moderates the effects on company evaluations and product purchase intent (Sen and Bhattacharya, 2001).

In this paper, it is hypothesized that involvement in the message moderates the effects of the type of CSR campaign on the halo effect.

## 2.4 Halo Effects

One major reason for the popular trend of brands utilizing CSR practices is that a halo effect can be produced. By sponsoring or partnering with a good cause, the brand may generate a positive effect on the consumer, correlating with a more favorable view of the company and even greater purchase intent (Cone, 2010; Madden et al., 2012; Smith et al., 2010). A halo effect can be described as a cognitive bias in which one trait can positively affect the subsequent perceptions of a brand (Madden et al., 2012). The halo effect is essentially a tendency to create an overall impression from a few pieces of knowledge, which influences subsequent ratings of the brand, product, or person. For example, you may have a great impression of your favorite restaurant because you order take-out all the time from them. Then, someone asks you how good the restaurant is. Even though you have never actually eaten at the restaurant, you infer that it is a good restaurant with friendly service and a good atmosphere, so you tell the person great reviews. Your overall good impression of the food biased your response on other unknown attributes.

Wells (1907) was the first to identify the concept of a halo effect, but Thorndike (1920) further explained the concept in relation to employee performance evaluations. Thorndike (1920) explained that the halo occurs when the subjects are “unable to treat an individual as a compound of separate qualities and to assign a magnitude by each of these independent of the others” (p. 28). In other words, the evaluator is unable to rate the individual qualities separately because the ratings are influenced by an overall impression of the person. The qualities that might be ambiguous or neutral are then rated more positively due to a bias in the overall impression.

Thorndike suggests that this inability to separate factual ratings from ratings based on a previously determined bias creates a problem for psychological ratings (Thorndike, 1920). Applied here, it may mean that when consumers are rating a brand on specific attributes such as quality of the food or atmosphere of the restaurant could be biased by an overall favorable experience they had with the restaurant. Even though they may not have actually tasted the food, they could rate it higher.

An extensive amount of research has concentrated around halo effects and the methodological complications of overall biased ratings, and Balzer and Sulsky (1992) offer a critical review of the findings. Besides merely in performance evaluations, halo effects have been found in many other areas of research, such as the political system (Palmer and Peterson, 2012; Verhulst et al., 2010) and social psychology (Feingold, 1992; Nisbett and Wilson, 1977), and consumer psychology (Madden et al., 2012). For example, Feingold (1992) found, through a review of the literature, that physical attractiveness is associated with being more social and intelligent (Feingold, 1992). Even though these studies do not give any information on characteristic traits other than the physical appearance, the ratings are inflated. Nisbett and Wilson (1977) conducted a study to test the opposite direction. They studied how likability affects other ratings and found that the more likable someone is, the higher they are rated for physical appearance, mannerisms, and accent.

Most relevant to the present study, Madden et al. (2012) surveyed 100 participants from four countries who were asked to provide ratings on quality and other attributes and CSR ratings. The results showed that halo effects were apparent in brand recommendations and willingness to recommend the brand in a cross-national survey study of automotive brands. That is, if consumers rated a brand high on CSR, these ratings translated into higher ratings on other brand

attributes. Madden et al. (2012) found evidence to support halo effects with an overall global brand score and attribute-specific scores. If the global score is large relative to the attribute scores, then the attribute scores reflect a halo rating for the brand rather than the true rating of quality. The authors found evidence of halo effects in the specific brand attribute ratings based on previous impressions of the brand.

Not only has the halo effect been observed in academic research, but it is seen in practice. One example in the industry was a halo effect as a result of the huge success of the Apple iPod, which contributed to increased sales of further product extensions such as the iPod Nano or brand new products like the Apple Mac computer (Tafari et al., 2009; Thompson, 2007). Tafari et al. (2009) showed support that the halo associations are transferred to vertical product line extensions regardless of the range level. When measuring success, it is crucial to understand which products are more successful than others, so brands need to know that the ratings are based on knowledge of that attribute rather than inferred from an overall impression. They need to differentiate between attributes in order to improve them.

#### 2.4.1 Theories behind Halo Effects

In order to understand halo effects, we must examine the theories on which the concept is based. According to Madden et al. (2012), there are two theories that provide a framework for how halo effects are understood and measured: (1) associative network models (ACT); and (2) attitude activation theory. Anderson (1983) presented the ACT theory of factual memory and its connection with associative network models, which says that information is encoded into cognitive units, which “form an interconnected network.” In order to retrieve the information for memory performance, the person must spread activation throughout the network of cognitive units. Anderson’s ACT theory showed how subjects might use judgments of associative

relatedness to avoid direct retrieval. In this model, for example, the subject might be asked to rate a brand on the quality of a certain product, but cannot think exactly what the product was like, so he/she constructs the rating from a previous overall impression of the brand. The rating then does not represent knowledge of the specific attribute, but instead reflects an overall impression of the brand (Madden et al., 2012).

Bargh et al. (1992) present the second framework surrounding halo effects. The authors explain halo effects through attitude activation theory, and they show that for most evaluations stored in memory, the mere presence or mention of an object elicits an automatic global attitude response. As the authors state, “The first step in the process by which attitudes guide behavior is attitude activation, the retrieval of one’s evaluation of the attitude object from memory. Once activated, the attitude influences perception of the attitude object and the situation in which it was encountered, and these perceptions, in turn, influence subsequent behavior toward the attitude object.” (Bargh et al., 1992, p. 893). Both models help to explain how nodes are activated and retrieved from memory and can reflect an overall bias in the ratings (Anderson, 1983; Bargh et al., 1992; Dillon et al., 2001).

While the ACT theory and attitude activation theory both explain the cognitive processes by which this process occurs, Balzer and Sulsky (1992) present the general impression halo, which can be connected to consumer ratings. The general impression halo is quite simply “a bias where a rater’s overall evaluation or impression of a [product, person, etc.] leads the rater to evaluate all aspects of performance in a manner consistent with this general evaluation or impression” (Balzer and Sulsky, 1992, p. 976). For example, you might see that Unilever is giving meals to children in need for their Project Sunlight campaign, which creates an overall



favorable impression of the brand. Therefore, when you are asked how they treat their employees versus a competitor, you rate Unilever more favorably because of your bias.

Figure 1 depicts the hypothesized halo effects for this study (Waiguny et al., 2013).

## CHAPTER 3: HYPOTHESES

The hypotheses for the experiment are focused on how halo effects can help to explain the relationship between CSR (CRM, CS), efforts on social media versus non-CSR (control), as well as the effects of CSR on social networking sites on consumers' behavior and behavioral intentions, willingness to recommend, and liking of the brand. The main research question is whether cause-related marketing, which requires an action from the consumer in order for the marketer to make a contribution to the cause, creates a larger halo effect than cause sponsorship or no sponsorship at all. It is hypothesized that consumer involvement moderates the effects of type of CSR on the dependent measures.

### 3.1 Liking of the Brand

*Hypothesis 1-a:* Participants who view either a corporate social responsibility (CSR) campaign—either a cause-related marketing (CRM) campaign or a cause sponsorship (CS) campaign—on a Facebook page will have a more favorable liking of the brand (business) than those who view the control (no CSR campaign), but CRM will be rated most favorable, then CS, then control.

*Hypothesis 1-b:* Participants who view either a CSR campaign (CRM or CS) on a Facebook page will have a more favorable liking of the ad (Facebook page) than those who view the control, but CRM will be rated most favorable, then CS, then control.

### 3.2 Behavior and Behavioral Intent

*Hypothesis 2:* Participants who view either CSR campaign (either CRM or CS) will have greater intentions to visit the restaurant than the control group. Those who view the CRM campaign will have the greatest intentions to visit, followed by those who view the CS campaign, then the control.

- Hypothesis 2-a: Participants who view either CSR campaign (CRM or CS) will show greater intentions to visit the restaurant (measured through choosing a flyer to receive more information) than those in the control group (without CSR). Participants who view the CRM campaign will have a greater intention to visit the restaurant than those who view CS, and then those in the control group will have the least.
- *Hypothesis 2-b*: Participants who view either CSR campaign (CRM or CS) will have greater intentions to visit the restaurant (measured through five items to create a behavioral intention score) than the control. Participants who view CRM will have a greater intention to visit the restaurant than CS, and those in the control group will indicate the least intentions to visit the restaurant. .

### 3.3 Brand Attribute Ratings

*Hypothesis 3*: Participants who view either CSR campaign (CRM or CS) will have more positive brand attribute ratings than those who view the control campaign (without CSR). The brand attributes will be rated most favorably for those who view the CRM campaign, and least favorably for those in the control group. Brand attribute ratings for those in the CS group will be in between the control and CRM groups.

### 3.4 CSR Ratings

*Hypothesis 4*: Participants who view either CSR campaign (CRM or CS) will rate the brand higher on corporate social responsibility ratings than will those in the control group. The brand featured in the CRM campaign will be rated the highest on CSR, then the brand in the CS campaign, and the brand in the control group will be rated the lowest on CSR.

### 3.5 Willingness to Recommend

*Hypothesis 5-a:* Participants who view either CSR campaign (CRM or CS) will indicate a greater willingness to recommend the restaurant than those who view the control campaign. Those who view the CRM campaign will be most likely to recommend the restaurant, followed by those who view the CS campaign, then those who view the control campaign will be the least likely to recommend the restaurant.

*Hypothesis 5-b:* Participants who view either CSR campaign (CRM or CS) will indicate a greater willingness to recommend the Facebook page than those who view the control campaign. Those who view the CRM campaign will be most likely to recommend the Facebook page, followed by those who view the CS campaign, then those who view the control campaign will be the least likely to recommend the Facebook page.

### 3.6 Halo Effects

*Hypothesis 6:* If a halo effect is present after viewing Facebook pages for CSR campaigns (either CRM or CS campaign), then there will be a greater halo effect for both CRM and CS versus the control, though the CRM campaign will have the biggest halo, then CS, then the control will have the least, if any. This effect leads to greater global brand impression and higher specific brand attribute ratings.

### 3.7 Involvement

*Hypothesis 7-a:* This study predicts that consumer involvement will be the greatest for CRM, but there will be no statistically significant differences between CS and the control group.

*Hypothesis 7-b:* This study predicts that consumer involvement moderates the effects of type of campaign on the halo effect.

## CHAPTER 4: METHOD

### 4.1 Overview

The purpose of this study was to examine the potential for halo effects attributed to CSR campaigns on brand ratings and measures for a restaurant brand featured on social media brand pages. Further, the study attempts to differentiate the effectiveness of two types of corporate social responsibility (CSR) campaigns (cause sponsorship and cause-related marketing). Effectiveness is measured through the dependent variables of liking of the brand, quality and other brand attributes, CSR, willingness to recommend the restaurant and the Facebook page, and behavioral intent to visit the restaurant. Participants were randomly assigned to one of three between-subject conditions (type of CSR campaign: cause sponsorship, cause-related marketing, control) in the experiment. This study was executed under Institutional Review Board (IRB) approval of the university (IRB approval number: 15015).

### 4.2 Participants

A total of 116 participants were recruited from the Advertising Department's research pool on Sona Systems. The research pool consists of undergraduate students drawn from various majors at a large Midwestern university.

Students were invited to participate in the experiment in exchange for course credit/extra credit. Undergraduate students were chosen as the target participants because they are among the millennial generation. Nielsen (2014) emphasizes that millennials are "worth the effort" for marketers because of the size and power of the generation. There are 77 million 18-36 year olds in the US alone and technology is second nature to them (Nielsen, 2014). This age group was chosen for this study because of their frequent use of Facebook—the most popular social media

site for this age group—and their inclination to support brands connected to a good cause (Nielsen, 2014; Cone, 2006).

### 4.3 Stimuli Development and Manipulation

#### 4.3.1 Chosen brands

Three Facebook brand pages for restaurants were used in order to distract from the experimental manipulation. Additionally, the participants were told that the study was about Millennials' perceptions of Facebook brand pages. Therefore, they would be more apt to examine each of the Facebook pages and self-reflect on why they like/dislike the pages rather than focusing on the second page or the cause.

The experimental manipulations were done on a fictional brand, with a fictitious Facebook page for a fictitious restaurant that was said to be new to the campus. Pat's Bistro was chosen as the brand name because it is gender-neutral. Additionally, it was chosen to be a coffee shop and wine bar because it is a mix of both of the other "filler" pages for existing restaurants on campus (Aroma Café and The Bread Company). Each of the pages had a location indicator included in the page name (Aroma Café – downtown Champaign, The Bread Company on Goodwin, and Pat's Bistro in Urbana). The number of likes and visits were altered in Photoshop to be more closely related to each other, yet still believable in terms of years in business. The prices (as indicated on the page by number of dollar signs) were also altered to be a one-dollar sign for all three of the restaurants (See Appendices A, B, and C).

#### 4.3.2 Chosen cause

For the cause, The Eastern Illinois Foodbank was chosen. The charity is an existing one located in the local community, so the involvement and personal relevance should increase (Petty et al., 1981). Numerous articles have noted that when a company supports a cause, the cause

should be a good ‘fit’ with the company in order to have a positive effect on the consumer (Barone et al., 2007; Hamlin and Wilson, 2004; Pracejus and Olsen, 2004). Therefore, this cause was chosen because it ‘fits’ with the brand by being a local cause in the community as well as both the restaurant and the brand help to solve hunger in the area.

#### 4.3.3 Manipulation groups

The three experimental groups are cause-related marketing, cause sponsorship, and the control. These were manipulated based on the example of Jeong et al. (2013). Each group had the exact same Facebook page for a fictitious restaurant (Pat’s Bistro) except for the top post on the Facebook page. Cause-related marketing and cause-sponsorship had the same image of the logo for the Eastern Illinois Foodbank on the post and a short text post. CRM was manipulated with the post: “For every purchase throughout the entire month of November, Pat’s Bistro will donate \$1 to Eastern Illinois Foodbank, up to \$7,500. You buy food or a drink ---> We donate \$1.” (See Appendix C for stimuli).

CS was manipulated with the post: “Pat’s Bistro will donate \$7,500 to Eastern Illinois Foodbank in the month of November. We proudly sponsor Eastern Illinois Foodbank.” (See Appendix D for stimuli).

The last group is the control group, which shows no donation to an organization, and instead shows an image of tomatoes with text: “For the entire month of November, Pat’s Bistro will be having specials made from fresh tomatoes. Come out and try the delicious produce.” (See Appendix E for stimuli).

#### 4.3.4 Involvement

Each group is hypothesized to differ with respect to involvement of the consumer. For cause-related marketing, the consumer should have the highest perceived involvement because

the company's donation to the Eastern Illinois Foodbank depends on whether or not the consumer purchases a food or drink at the restaurant. This creates higher relevance. The second experimental group is cause sponsorship. This group is predicted to be less involved than CRM because the company is donating to the cause whether or not the consumer buys food or drink at the restaurant. In other words, a consumer action is not necessary for CS to occur whereas the consumer must purchase for CRM. It is predicted that the control group would have the same involvement as CS because there should not be significant differences in terms of personal relevance.

#### 4.4 Main Experiment

Participants who signed up for the study were invited to the computer lab with ten computer stations, eight of which were being used, and asked to read the consent form. They were free to ask questions at any point through the experiment. They were told that it is a study on Millennials' perceptions of Facebook brand pages. The researchers explained the procedure and then brought each participant to a computer, where the consent form could be accessed. Participants read and virtually signed the consent form and received a copy for their own records. Once the participant began the questionnaire, they saw the first Facebook page for Aroma Café and completed the first questionnaire. There were a total of three brand pages (the second of which is the experimental manipulation with either a cause-related marketing campaign, cause sponsorship, or the control page for Pat's Bistro). The final Facebook page was for The Bread Company. The participants answered the same set of questions after viewing each brand. In addition, a final questionnaire was added with demographic questions, manipulation checks, and other measures related to participants' liking of the cause, donation behavior, etc. The full procedure is as follows:



Welcome the participant.  
Participant sits at computer.  
Explanation of study and consent form.  
Participant looks at Facebook page for Aroma Café.  
Participant answers a short questionnaire.  
Participant looks at Facebook page for Pat's Bistro (experimental manipulation).  
Participant answers a short questionnaire.  
Participant looks at Facebook page for The Bread Company.  
Participant answers a short questionnaire.  
Participant answers a final questionnaire with confound checks, manipulation checks, and demographic questions.  
Researcher thanks them and hands them the debriefing form while saying they are welcome to take a flyer for one of the restaurants (which was for Pat's Bistro) if they'd like.  
Researcher records whether or not they took a flyer.

The total time of the experiment was about 20 minutes.

## 4.5 Measurement

### 4.5.1 Open-Ended Thought Listing

After viewing each Facebook brand page, each participant was first asked to list any thoughts he/she had while viewing the Facebook page (Huhmann and Mott-Stenerson, 2008). A qualitative analysis was conducted on the responses to provide further explanation of responses across groups.

### 4.5.2 Liking of the Brand

Liking of the brand was measured using a 7-point semantic scale rating for how much the participant liked the business (liked very little/liked very much). Participants also rated how much he/she liked the Facebook page (liked very little/liked very much).

### 4.5.3 Behavior and Behavioral Intent

Behavior was measured in part through flyers picked up when leaving the laboratory room. Participants were told as they were leaving that they were welcome to take a flyer from one of the restaurants if they wanted to. The researcher recorded whether or not the participant

took a flyer and recorded which experimental group they were in. Due to the randomized experimental groups, the flyers could not be connected to participant data. However, we can gauge the percentage of people in each group who elected to receive more information by taking a flyer.

Behavioral intent was also measured on the questionnaire through five 7-point scales (will never visit/definitely will visit)(Spears and Singh, 2004). The five scales were combined (with two reversed scales) to construct an overall average for intention to visit the restaurant ( $\alpha=.97$ ).

#### 4.5.4 Brand Attribute Ratings

Participants were asked to rate five attributes of which they had little to no knowledge. The attributes were listed by Harrington et al. (2011) as “key restaurant attributes affecting positive and negative experiences” for Millennial consumers. There were five attributes (quality of service, cleanliness, taste of food/drinks, friendliness of staff, and atmosphere) on which participants rated from poor to excellent on a 7-point scale. The ratings were combined to construct a total brand attribute score ( $\alpha=.87$ ).

#### 4.5.5 CSR Ratings

Participants were asked to rate the brands on corporate social responsibility attributes on three items using a 5-point scale (does not describe the company at all/describes the company very well) (Madden et al., 2012). The ratings were combined to construct an overall CSR score ( $\alpha=.75$ ).

#### 4.5.6 Willingness to Recommend

Participants answered two questions about their willingness to recommend the restaurant for each brand they saw. Participants first rated how willing he/she would be to recommend the

restaurant to a family member or friend (definitely would not recommend/definitely would recommend) (Madden et al., 2012). Participants then rated how willing he/she would be to recommend the Facebook page (definitely would not recommend/definitely would recommend). Willingness to recommend indicates how much a consumer will engage in word-of-mouth communications or refer the brand to others (Knowles and Olins, 2010; Madden et al., 2012).

#### 4.5.7 Halo Effects

Participants were asked to evaluate the three restaurant brands on brand attributes and CSR attributes to test for halo effects. They were asked to provide ratings for each brand on five attributes. The attributes were listed by Harrington et al. (2011) as “key restaurant attributes affecting positive and negative experiences” for Millennial consumers. There were five attributes (quality of service, cleanliness, taste of food/drinks, friendliness of staff, and atmosphere) on which participants rated from poor to excellent on a 7-point scale. The scores were combined to construct a brand attribute score ( $\alpha=.87$ ). Differences in means of the attribute ratings across groups were analyzed to test for halo effects.

Halo effects were also tested in ratings across CSR areas for the two CSR manipulations. Participants rated each brand on CSR with three 5-point items (company cares about the environment, has high ethical standards, helps their community) (Madden et al., 2012). Since the brand posts about helping the community, CSR measure for helps their community should be higher. The dependent measures are “cares about the environment” and “has high ethical standards” questions. The scores were combined to construct an overall CSR measure ( $\alpha=.82$ ), and then compared across means.

#### 4.5.8 Involvement

To measure involvement, we utilized the Personal Involvement Inventory (PII), developed by Zaichowsky (1985, 1994). Participants were asked to rate their feelings toward the business when viewing the Facebook page with five 7-point semantic differential items (unimportant/important) (Zaichowsky, 1994, 1985). The five items were averaged to construct an involvement measure ( $\alpha=.82$ ).

#### 4.5.9 Manipulation Checks

The first manipulation check was to check the participant's familiarity with the brand. Participants answered this question for all three brands, but since Pat's Bistro is a fictitious brand, the familiarity should be low. Each participant rated his/her familiarity on an 8-point scale (not familiar at all/very familiar) for "prior to viewing the Facebook page, how familiar were you with the company?"

The second manipulation check was to confirm that the participant had in fact seen the manipulation, and it came after viewing the three Facebook pages and completing the corresponding questionnaires. The final questionnaire began with an instruction to think back to the Facebook pages that he/she just saw. There was then a question regarding the content on the Facebook pages.

The check was for Pat's Bistro (the fictitious brand with the manipulation), and each of the three groups had a different question corresponding to what they should have seen. The CRM and CS manipulation groups were asked, "Pat's Bistro would donate to Eastern Illinois Foodbank \_\_\_\_\_. (a) If you bought something. (b) They would donate no matter what. (c) I do not remember." Group A (CRM) should respond (a). Group B (CS) should respond (b). Group C—the control group—answered, "on the Facebook page for Pat's Bistro, what did they say the fresh produce was for the month of November? (a) apples, (b) carrots, (c)

tomatoes, or (d) corn.” The correct answer is (c) tomatoes. This manipulation check was to ensure that the participant had seen the manipulation. If they did not see the manipulation in the Facebook post, then their results could not be attributed to the manipulation.

## CHAPTER 5: RESULTS

### 5.1 Manipulation Checks

#### 5.1.1 Familiarity

To check participants' familiarity with the fictitious brand, we asked how familiar they were with Pat's Bistro prior to viewing the Facebook page on an 8-point scale (not familiar at all/very familiar). Since it is a fictitious brand, there is no way that they could be familiar with the company prior to viewing the Facebook page. If they answered that they were familiar with the company (answers >5)(n=7), they were removed from the dataset, resulting in a total sample of n=110. 94% of the sample was retained with this manipulation check. (See Table 2.1).

#### 5.1.2 Experimental Manipulation Check

To check whether or not the participant knew or remembered which campaign they viewed for Pat's Bistro, a series of questions was asked. If the question referring to the Pat's Bistro Facebook page was answered incorrectly (n=10) or as "I do not remember" (n=18), this meant that the participant did not see or remember the manipulation and therefore the data could not be attributed to the manipulation of type of campaign. The data were removed from the sample if answered incorrectly or "I do not remember", leaving the total number of participants at 89 (n=89). 76% of the sample was retained. (See Table 2.2).

After removal of participants due to the manipulation checks, the final sample retained was n=85. 73% of the sample was retained: Group 1 (CRM) n=23, Group 2 (CS) n= 26, and Group 3 (control) n= 36. (See Table 2.3).

### 5.2 Testing Hypotheses

#### 5.2.1 Liking of the Brand

As proposed in H1-a, we hypothesized that the liking of the brand (business) would be significantly higher for CRM and CS than the control. We employed an ANOVA with Group as the independent variable and liking of the business as the dependent variable. The results provide no evidence of any difference in liking of the business for each of the conditions, with  $F(2, 82) = .523, p > .05$ . In other words, the participants who saw either CSR campaign (CRM or CS) did not have a more favorable liking of the brand than those who were in the control group. Participants who viewed the CRM campaign ( $n=23, M=4.7, S=1.06$ ) did not significantly differ from those who viewed a CS campaign ( $n=26, M=4.85, S=1.46$ ) or the control ( $n=36, M=5.03, S=1.16$ ). Therefore, H1-a is not supported. Post hoc comparisons using the Fisher LSD test revealed that there were no statistically significant differences across manipulation groups.

As proposed in H1-b, we hypothesized that the liking of the ad (Facebook page) would be significantly higher for those in CRM and CS groups than those in the control group. We employed an ANOVA with Group as the independent variable and liking of the ad as the dependent variable. The results provide no evidence of any difference in liking of the Facebook page for each of the conditions, with  $F(2, 82) = 1.54, p = ns$ . In other words, the participants who saw either CSR campaign (CRM or CS) did not have a more favorable liking of the brand than those who were in the control group. Participants who viewed the CRM campaign ( $n=23, M=4.39, S=1.47$ ) did not significantly differ from those who viewed a CS campaign ( $n=26, M=5.0, S=1.6$ ) or the control ( $n=36, M=5.11, S=1.65$ ). Therefore, H1-b is not supported. Post hoc comparisons using the Fisher LSD test revealed that there were no statistically significant differences across manipulation groups.

## 5.2.2 Behavior and Behavioral Intent

Hypothesis 2-a reflects the prediction that participants who view a CSR campaign (CRM or CS) will have greater likelihood to visit the restaurant. We measured behavior through the use of flyers taken. Out of 39 participants in Group A (CRM), 16 of them took a flyer when they were leaving the room ( $n=39$ )(41%). Out of 39 participants in Group B (CS), 22 took a flyer ( $n=39$ ) (56%). Out of 40 participants in control Group C, 18 of them took a flyer ( $n=40$ )(45%). These data cannot be compared by individual subject because it was collected separately from the survey data. That is, we cannot know who exactly took a flyer beyond their membership in a certain experimental group.

Therefore, z-scores were calculated across each of the manipulation groups to understand if the groups had significant differences in proportion of whether a flyer was taken. The z-score for CRM and CS is -1.3592. The p-value is 0.17384. The result is *not* significant at  $p < 0.05$ . The z-score for CRM and control is -0.3567. The p-value is 0.71884. The result is *not* significant at  $p < 0.05$ . The z-score CS and control is 1.0142. The p-value is 0.3125. The result is *not* significant at  $p < 0.05$ . Therefore, H2-a is not supported.

As proposed in H2-b, we hypothesized that the intentions to visit the restaurant would be significantly higher for those in the CRM and CS groups than those in the control group. We employed an ANOVA with Group as the independent variable and behavioral intent as the dependent variable. The one-way ANOVA showed that the difference in behavioral intent (intentions to visit the restaurant) between the CRM group ( $n=23$ ,  $M=3.89$ ,  $S=1.59$ ), the CS group ( $n=26$ ,  $M=4.79$ ,  $S=1.39$ ), and the control group ( $n=36$ ,  $M=4.76$ ,  $S=1.35$ ) were statistically different ( $F(2, 82) = 3.23$ ,  $p < .05$ ). Opposite to expectations, post hoc comparisons using the Fisher LSD test revealed that participants who viewed the CRM campaign were significantly less likely to visit the restaurant than those who saw the CS campaign ( $p < .05$ ) or the control ( $p < .05$ ).



CS and the control did not significantly differ from each other ( $p=ns$ ). Therefore, H2-b is not supported.

### 5.2.3 Brand Attribute Ratings

As proposed in H3, we hypothesized that the brand attribute ratings would be significantly higher for CRM and CS than the control. We employed an ANOVA with Group as the independent variable and brand attribute ratings as the dependent variable. The results provide no evidence of any difference in brand attribute ratings for each of the conditions, with  $F(2, 82) = .09, p=ns$ . In other words, the participants who saw either CSR campaign (CRM or CS) did not have a more favorable liking of the brand than those who were in the control group. Participants who viewed the CRM campaign ( $n=23, M=5.69, S=.82$ ) did not significantly differ from those who viewed a CS campaign ( $n=26, M=5.72, S=1.17$ ) or the control ( $n=36, M=5.8, S=1.14$ ). Therefore, H3 is not supported. Post hoc comparisons using the Fisher LSD test revealed that there were no statistically significant differences across manipulation groups.

### 5.2.4 CSR Ratings

As proposed in H4, we hypothesized that CSR ratings would be significantly higher for those in the CRM and CS groups than those in the control group. We employed an ANOVA with Group as the independent variable and the CSR measure as the dependent variable. The ANOVA showed that the difference in CSR ratings between the CRM group ( $n=23, M=3.91, S=.66$ ), the CS group ( $n=26, M=4.13, S=.75$ ), and the control group ( $n=36, M=2.8, S=.86$ ) were statistically different ( $F(2, 82) = 26.3, p<.001$ ). Post hoc comparisons using the Fisher LSD test revealed that participants who viewed the CRM campaign and the CS campaign rated the brand significantly higher on CSR ratings than the control group ( $p<.001$ ), but CRM and CS were not statistically different ( $p=ns$ ). It was hypothesized that CRM would be rated highest, but participants who

viewed the CS campaign actually rated the restaurant as more socially responsible. Therefore, H4 is partially supported.

#### 5.2.5 Willingness to Recommend

As proposed in H5-a, we hypothesized that willingness to recommend the restaurant would be significantly higher for those viewing the CRM or CS campaign than those in the control group. We employed a one-way ANOVA with Group as the independent variable and willingness to recommend the restaurant as the dependent variable. The ANOVA showed that the difference in willingness to recommend the restaurant between the CRM group ( $n=23$ ,  $M=3.7$ ,  $S=.77$ ), the CS group ( $n=26$ ,  $M=4.12$ ,  $S=.95$ ), and the control group ( $n=36$ ,  $M=4.14$ ,  $S=1.02$ ) were not statistically different ( $F(2, 82) = 1.8$ ,  $p=ns$ ). Therefore, H5-a is not supported. Post hoc comparisons using the Fisher LSD test revealed that there were no statistically significant differences across manipulation groups.

As proposed in H5-b, we hypothesized that willingness to recommend the Facebook page would be significantly higher for those in the CRM and CS groups than those in the control group. We employed an ANOVA with Group as the independent variable and willingness to recommend the Facebook page as the dependent variable. The ANOVA showed the difference in willingness to recommend the Facebook page ratings between CRM group ( $n=23$ ,  $M=3.09$ ,  $S=1.24$ ), the CS group ( $n=26$ ,  $M=3.85$ ,  $S=1.08$ ), and the control ( $n=36$ ,  $M=3.69$ ,  $S=1.37$ ) were not statistically different ( $F(2,82) = 2.52$ ,  $p=.087$ ). Although, post hoc comparisons using the Fisher LSD revealed a significant difference between CRM and CS  $p<.05$ , but not between these groups and the control. H5-b is not supported.

#### 5.2.6 Halo Effects

After performing each of the one-way ANOVAs, we can conclude that there is no evidence of any halo effects present. There were no significant differences in the attributes between groups, so there is no support for halo effects present in the study. Therefore, H6 was not supported.

This was the simplest way to test if there was a presence of halo effects. If we had found significance, then we would have further analyzed the data using the canonical-correlation analysis developed by Dillon et al. (2001).

#### 5.2.7 Involvement

As proposed in H7-a, we hypothesized that involvement would be significantly higher for those in the CRM group than those in the CS or control groups. We employed an ANOVA with Group as the independent variable and involvement as the dependent variable. The ANOVA showed no statistically significant differences in involvement ratings between CRM group ( $n=23$ ,  $M=3.92$ ,  $S=.88$ ), the CS group ( $n=26$ ,  $M=4.17$ ,  $S=1.14$ ), and the control ( $n=36$ ,  $M=4.13$ ,  $S=1.09$ ) were not statistically different ( $F(2, 82) = .398$ ,  $p=.673$ ). Additional post hoc comparisons using the Fisher LSD revealed no significant differences. H7-a is not supported.

As proposed in H7-b, involvement is predicted to be a moderator of the different types of CSR on the dependent variables. In order to test for moderation, we did a mean split for involvement. 54.1% ( $n=46$ ) of the participants were below a mean of 4.3 and 45.9% ( $n=39$ ) were above a mean of 4.3. Participants who had involvement scores under 4.3 were assigned a 1 for low involvement, and everyone above the midpoint was assigned a 2 for high involvement. A two-way ANOVA was conducted that examined the effect of involvement level (either high involvement or low involvement) and type of CSR (CRM, CS, and control) on the dependent variable of the attributes measure,  $F(2,82)=.398$ ,  $p>.05$ . There were no significant interactions

between the effects of involvement level and type of CSR on attributes ratings,  $F(2,79) = 2.38$ ,  $p > .05$ . Post hoc comparisons using the Fisher LSD test revealed that there were no statistically significant differences across manipulation groups. There was no evidence supporting involvement as a moderating variable, therefore, H7-b was not supported. Table 3.6 shows the means for each group with high and low involvement.

### 5.3 Additional Measures – Thought-listing

Thoughts were analyzed within each group condition to look for common themes and as another way to gauge participants' reactions to the campaign they viewed. Common thoughts or feelings written by participants after they viewed the CRM campaign were about the appearance (70%), that the business was charitable (48%), the pictures (43%), it gave a lot of information (26%), they cared for the community (22%), and 57% of participants said "I" or "me". In the CS group, they liked that the brand was charitable (52%), the appearance (48%), liked that they were supporting the community (30%), and 33% used "I" or "me". In the control group, the most mentions were about appearance (36%), mentions of "I" or "me" (25%), and of the food (22%). Thus, the thought-listing evidence appears to corroborate the findings from the quantitative measures. That is, the two CSR campaigns garnered more thoughts about being charitable and community-oriented, but there was not much difference between the two types of CSR. (See Table 5).

## CHAPTER 6: DISCUSSION

This thesis ultimately aimed to test which type of CSR (CRM or CS) creates a bigger halo effect for the brand when a fictitious restaurant employs either a CRM campaign, CS campaign, or no CSR campaign (control). Furthermore, it aimed to understand which type of CSR would be most effective for marketers, in terms of attitudes toward the brand, intentions to visit the restaurant, brand attribute ratings, CSR ratings, and willingness to recommend the brand and the Facebook page. It was hypothesized that the CSR campaigns would have a larger effect on the dependent variables. It was further hypothesized that CRM would create a bigger halo than CS and the control, and that involvement—in terms of personal relevance—would moderate the effects of that halo. Personal relevance is expected to increase because of the dependence on consumer action for the donation to be made.

The study employed a 3 x 1 experimental design where Facebook CSR campaign (CRM, CS, and no campaign (control)) was the independent variable, while liking of the brand, intentions to visit the restaurant, brand attribute ratings, CSR ratings, and willingness to recommend the brand and the Facebook page were dependent measures. There were no differences in liking of the restaurant or the Facebook page, no difference in brand attribute ratings, and no differences between groups for willingness to recommend the restaurant.

Overall, there were three major significant findings. First, contrary to the hypothesized direction, participants who saw the CRM campaign had significantly lower behavioral intent to visit the restaurant either those who saw the CS campaign or those in the control group. In other words, participants who saw the CRM campaign were significantly less likely to visit the restaurant than the participants who saw the CS campaign or a campaign with no CSR campaign. Second, participants who saw the CRM campaign were significantly less likely to recommend

the Facebook page than participants who saw the CS campaign. There was no difference in the control group for recommending the Facebook page to their friends or family members.

Thirdly, it was found that there were significant differences in CSR ratings for both groups that saw CSR campaigns. Participants who viewed the CRM campaign and the CS campaign rated the brand significantly higher on overall CSR ratings than those in the control group. CS had a higher mean but was not significantly different than CRM. This measure included three items: company cares about the environment, has high ethical standards, and helps their community—of which, only “helps their community” was manipulated. Therefore, it can be said that there is a small halo effect for brands utilizing CSR campaigns, in which a favorable bias spreads to other ratings of CSR, but does not spread to other areas like restaurant attributes. In this case, it means that doing at least some CSR can help a brand’s reputation in terms of social responsibility, but cause sponsorship may be more effective in terms of increasing traffic in a store or restaurant or recommending the Facebook page. In this study, CRM actually could make someone less likely to visit the business. The following sections will explain the implications for the research to academia and the industry, present possible explanations for results, and discuss the limitations of this research and offer suggestions for future research in this area.

## 6.1 Theoretical Implications

This study extends the literature on halo effects in relation to brands in both industry and academia. The findings contribute to research on halo effects that are elicited from brands, and will add to the limited research in relation to a brand’s social responsibility campaigns on social media sites. It empirically tests the effects of two different types of CSR (CRM and CS) on brand pages.

In addition, the experiment extends the literature on halo effects and what other effects the halo may produce. Since Thorndike (1920) explained the “constant error in psychological ratings”, it is especially important to understand how an overall view of a brand/subject can lead to a bias in other ratings. This study found that the bias could create an ‘error’ in terms of other CSR ratings, but not other attributes.

## 6.2 Practical Implications

As Madden et al. (2012) explain, halo effects increase the difficulty for a company to position itself across different dimensions, so the study assists in understanding how far the halo effect ranges for consumer attitudes and behavior. This study aimed to give marketers a recommendation for which type of CSR to utilize on social media brand pages. Ultimately, it found that cause sponsorship created a higher willingness to recommend the brand page and higher intentions to visit the restaurant.

It also found that if an unfamiliar brand wants to be seen as socially responsible, then either type of CSR would create a socially responsible impression for the consumer, which contributes to other areas of CSR. If a brand utilizes CSR to help the community, then consumers may see the company as more ethical, more caring for the environment, or better to their employees, for example.

## 6.3 Limitations and Future Research

The present study has several limitations and recommendations for future studies. First, the manipulation for involvement was perhaps not strong enough to induce a feeling of involvement for the CRM campaign. Future studies could have the participant imagine that they are in a situation where they are buying a CRM product, or could manipulate involvement by offering the product to them after the experiment, which would make the involvement stronger.

Additionally, this study did not include mediation factors or other moderation factors. For example, Jeong et al. (2013) believe that a major part of operating CSR on social media is the impression management perspective, which operates under the view that people want to present the best impression of themselves on social media sites. Since this study operated under lab settings, the participants could not actually share with their friends on Facebook whether they liked the page or not. If they were on their actual pages, then it may give more insight into how they would act.

Due to the controlled environment of the lab experiment, there are definite limitations of the study. The experiment utilizes fictitious Facebook pages, so there is still an element of measuring intent rather than actual behaviors, besides taking a flyer. The fictitious brand is completely unfamiliar to the participants. The participants must have the ability to process fully, which could be limited due to familiarity or product knowledge (Andrews et al., 1990; Nowak et al., 2004; Perera et al., 2012). They did not have familiarity with this brand or the campaign, so this may have constrained the impact of the involvement antecedents. Furthermore, participants viewed a total of three separate brand pages, the middle of which was the experimental manipulation. Since they were told that they would be taking the same questionnaire three times, they were already anticipating the questions that would be asked, so the participants might seek out the answers to the questions being asked, and if it was not on the page, they could have started to reason why they cannot answer them. A future study could combine the one brand page with other studies in order to act as a distractor. Another limitation is the use of one company. This study is based on restaurant brand pages and its halo effect, so future research could explore more brands, more products—both high and low involvement, differing levels of association, and the other categories of corporate social responsibility.



Finally, this study did not look at skepticism of CSR, in particular CRM. Research on CRM has shown that skepticism can play a major role in the effects (Cui et al., 2003; Webb and Mohr, 1998). This could be a possible explanation for the lack of results and lower attitudes. Future studies should measure the level of skepticism of the participant.

With recent technology, it is easier to customize experiences for the consumers. This includes giving them more power in choosing which cause they would like to support. Robinson et al. (2012) explain that consumer choice for which cause to support matters. There is a more recent trend of giving the consumer the opportunity to choose which cause their donation will go to when they buy a product, so consumers may start to expect a choice. Robinson et al. (2012) found that campaigns that allow consumers to choose the cause that receives the donation lead to great consumer support. This could be further examined in testing for effectiveness of different types of CSR.

Halo effects are an important theory to understand and continue to test the boundaries, so future research is recommended in the area. Future research should be done to explore the limits and the possible downsides of the halo. While this study is aimed at demonstrating the benefits for marketers to take part in CSR, there are certain criticisms and precautions for brands when participating in cause-related marketing or cause sponsorship. Brands must exercise caution when partnering with a cause or promoting a cause, especially on social media. Jacobs (2010) offers a critical view of CSR and explains that there are many regulations and numerous possibilities for backlash on a company. Brands must be very specific in their objectives and limits of the campaign. Smith et al. (2010) also propose research to test their “diminishing returns hypothesis”, which says, “as firms increase the scope of their reported CSR activities, there will be diminishing marginal benefits in consumer perception” of the firm’s performance

(Smith et al., 2010). This looks at the potential “bad side” of a halo, where companies that invest in more CSR initiatives may have a proportionately less return on the investment than companies who participate in one CSR activity.

Additionally, future researchers could conduct a longitudinal study to understand the lasting impact of halo effects. More specific to this proposed experiment; future research is needed to test this on a larger sample, using more brands and a larger, more representative sample of research subjects. Future research could partner with real firms and design the social networking sites for the experiment; therefore, real metrics could be taken to measure behaviors and attitudes. This would be important to control for differing advertising and digital media budgets in order to understand which type of CSR is more profitable for a company.

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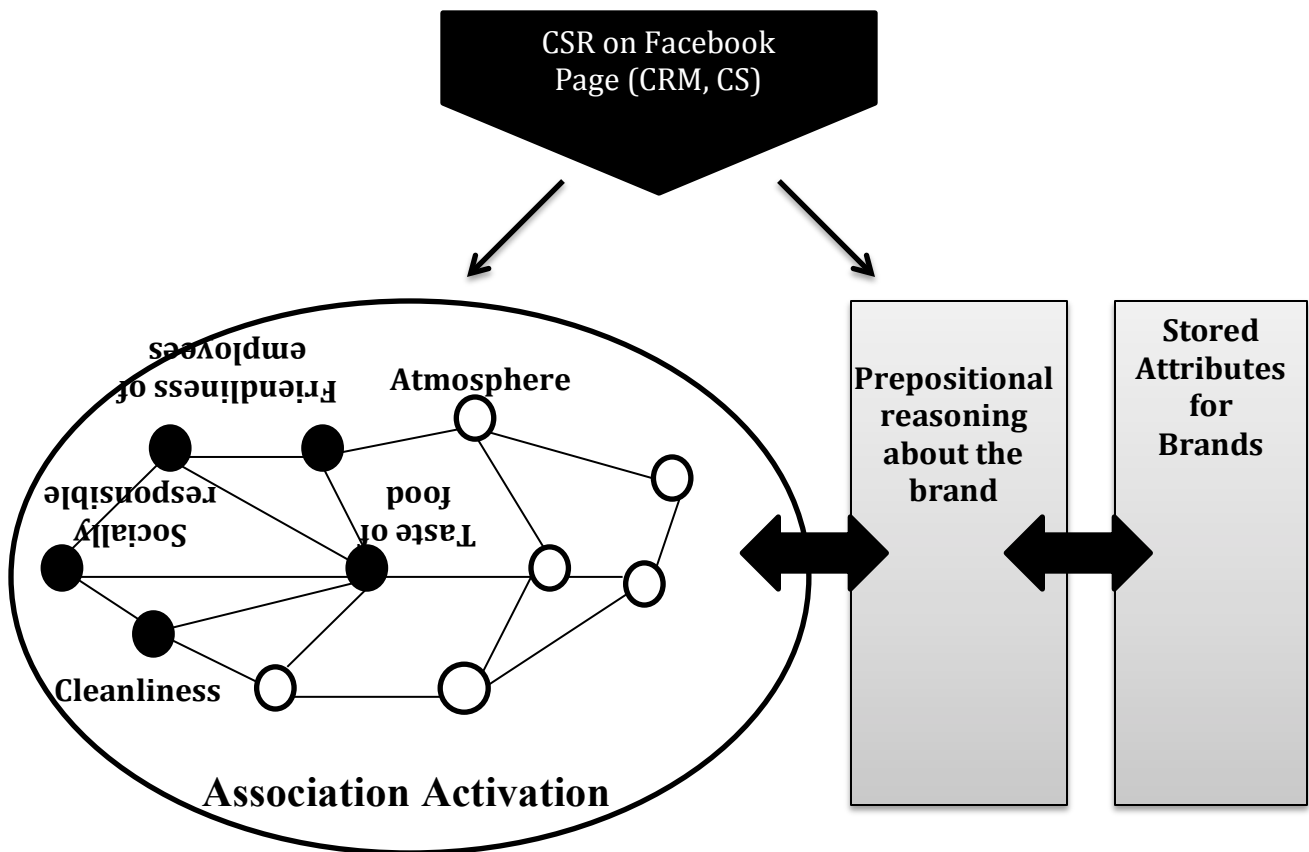
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## TABLES AND FIGURES

Figure 1: Predicted effects of the CSR campaign on other brand attribute ratings/perceptions



(Figure 1 based on model by Waiguny et al., 2013).

Table 1: Reliability for Combined-Measure Items

Measure	Cronbach's Alpha	No. of Items
<b>Behavioral Intent</b>	.97	5
<b>Attribute Items</b>	.874	5
<b>CSR Ratings</b>	.746	3
<b>Involvement</b>	.822	5

Table 2.1: Manipulation Check for Familiarity

<b>Prior to viewing the Facebook page, how familiar were you with the company?</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative percent</b>
<b>Not familiar at all (1)</b>	100	84.7	85.5
<b>(2)</b>	4	3.4	88.9
<b>(3)</b>	4	3.4	92.3
<b>(4)</b>	2	1.7	94
<b>(5)</b>	2	1.7	95.7
<b>(6)</b>	3	2.5	98.3
<b>(7)</b>	2	1.7	100
<b>Very familiar (8)</b>	0	0	100
<b>Total</b>	117	100	100

Table 2.2: Manipulation Check for Type of Campaign on Pat's Bistro

<b>Check</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
<b>Correct Answer</b>	89	75.4	76.1
<b>Incorrect Answer</b>	10	8.5	84.6
<b>Did not remember</b>	18	15.3	100
<b>Total</b>	117	99.2	100

Table 2.3: Number of Participants Retained

<b>Group</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
<b>CRM</b>	23	27.1	27.1
<b>CS</b>	26	30.6	57.6
<b>Control</b>	36	42.4	100
<b>Total</b>	85	100	100

Table 3.1: Means and Standard Deviations of Liking of the Brand (Business and Facebook page)

Manipulation Group	N	Liking of the Business		Liking of the Facebook Page	
		Mean	SD	Mean	SD
CRM	23	4.7	1.06	4.39	1.47
CS	26	4.85	1.46	5	1.6
Control	36	5.03	1.16	5.11	1.65

Table 3.2: Means and Standard Deviations of Behavioral Intent

<b>Manipulation Group</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>
<b>CRM</b>	23	3.89	1.59
<b>CS</b>	26	4.79	1.39
<b>Control</b>	36	4.76	1.35



Table 3.3: Means and Standard Deviations of Brand Attribute Ratings

<b>Manipulation Group</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>
<b>CRM</b>	23	5.69	.82
<b>CS</b>	26	5.72	1.17
<b>Control</b>	36	5.8	1.14

Table 3.4: Means and Standard Deviations of CSR Ratings

<b>Manipulation Group</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>
<b>CRM</b>	23	3.91	.66
<b>CS</b>	26	4.13	.75
<b>Control</b>	36	2.8	.86

Table 3.5: Means and Standard Deviations of Willingness to Recommend (the restaurant and the Facebook page)

<b>Manipulation Group</b>	<b>N</b>	<b>Willingness to Recommend the Business</b>		<b>Willingness to Recommend the Facebook Page</b>	
		<b>Mean</b>	<b>SD</b>	<b>Mean</b>	<b>SD</b>
<b>CRM</b>	23	3.7	.77	3.09	1.24
<b>CS</b>	26	4.12	.95	3.85	1.08
<b>Control</b>	36	4.14	1.02	3.69	1.37

Table 3.6: Means and Standard Deviations for Involvement as a Moderator

<b>Group</b>	<b>Level of Involvement</b>	<b>Mean</b>	<b>SD</b>	<b>N</b>
<b>CRM</b>	<b>Low</b>	4.69	.82	15
	<b>High</b>	5.75	.89	8
	Total	5.06	.98	23
<b>CS</b>	<b>Low</b>	4.72	1.16	12
	<b>High</b>	5.73	.8	14
	Total	5.26	1.09	26
<b>Control</b>	<b>Low</b>	5.4	1.18	19
	<b>High</b>	5.51	.76	17
	Total	5.45	.99	36
<b>Total</b>	<b>Low</b>	4.99	1.10	46
	<b>High</b>	5.64	.79	39
	Total	5.29	1.02	85

Table 4: The Results of Analyses of Variance

<b>Dependent Variables</b>	<b>Independent Variable (F-value)</b>
<b>Liking of the Business</b>	.523
<b>Liking of the Facebook page</b>	1.54
<b>Behavioral Intent</b>	3.23*
<b>Attribute Ratings</b>	.09
<b>CSR Ratings</b>	26.3***
<b>Willingness to Recommend the restaurant</b>	1.8
<b>Willingness to Recommend the Facebook page</b>	2.52
<b>Involvement</b>	.398

Notes: F-value is reported for each dependent variable. \*=p<.05, \*\*=p<.01, \*\*\*=p<.001.

Table 5: Codes for Thought-Listing

Categories of Thoughts	<b>Cause-Related Marketing</b> (% mentions)	<b>Cause Sponsorship</b> (% mentions)	<b>Control Group (No CSR)</b> (% mentions)
<b>Appearance of Facebook page</b>	70%	48%	36%
<b>Colors on the page</b>	26%	7%	14%
<b>Pictures on the page</b>	43%	22%	14%
<b>Informative/Information on page</b>	26%	7%	8%
<b>Number of likes on page</b>	17%	7%	6%
<b>Number of stars/visits on page</b>	13%	4%	6%
<b>Location</b>	17%	4%	0%
<b>Price</b>	9%	7%	3%
<b>Hours</b>	13%	0%	6%
<b>Charitable/donation</b>	48%	52%	0%
<b>Community</b>	22%	30%	3%
<b>Mentions of Eastern Illinois Foodbank</b>	13%	15%	0%

Table 5 (cont.): Codes for Thought-Listing

<b>Positive Sentiment</b>	65%	37%	22%
<b>Negative Sentiment</b>	22%	11%	6%
<b>Skeptical of the page/CSR</b>	0%	4%	6%
<b>Mentions of self (using “I” or “me”)</b>	57%	33%	25%
<b>Thoughts about the atmosphere of the restaurant</b>	22%	22%	14%
<b>Thoughts about the food/drinks</b>	9%	7%	22%
<b>Thoughts about the character/personality of the brand</b>	17%	7%	8%
<b>Comparisons to other restaurants</b>	9%	15%	14%

Table 6: Demographics of Participants

		<b>N</b>	<b>Percent</b>
<b>Gender</b>	Male	25	29.8
	Female	59	70.2
	Total	84	100
<b>Age</b>	19	34	40
	20	34	40
	21	12	14.1
	22	5	5.9
	Total	85	100
<b>Race</b>	African American	2	2.4
	Hispanic	6	7.1
	Asian	15	17.6
	Native American	0	0
	Pacific Islander	0	0
	White/Caucasian	64	75.3
	Total	87	100
<b>Were you born in the U.S.?</b>	Yes	76	89.4
	No	9	10.6
	Total	85	100
<b>Major</b>	Advertising	82	96.5
	Other	3	3.5
	Total	85	100



## APPENDIX A: STIMULI 1: FACEBOOK PAGE FOR AROMA CAFÉ



# Coffee Wraps Pastries





## Aroma Cafe – Downtown Champaign

Cafe · American Restaurant

118 N. Neil Street | Downtown Champaign

[Timeline](#)
[About](#)
[Photos](#)
[Likes](#)
[More ▾](#)

PEOPLE



**468** likes  
**359** visits

ABOUT



118 N Neil St  
Champaign, Illinois

(217) 356-3200

**Open**  
Today 7:00am – 10:00pm

Price Range \$

Menu

<http://www.aroma-cafe.com/>




Aroma Cafe – Downtown Champaign
September 18

The weekend is almost here! Power through with any of our delightfully caffeinated beverages. You can do this!!

Like · Comment

Ann Abbott, Mali Bianco and Deborah Fairley like this.





Aroma Cafe – Downtown Champaign
September 16

Good morning! The sun is shining and our lattes and coffee seem to be more beautiful than ever!



## APPENDIX B: STIMULI 2: FACEBOOK PAGE FOR THE BREAD COMPANY






**The Bread Company on Goodwin**  
Restaurant · Bakery

[Create Page](#)

Recent  
2014  
2013  
2012  
2011

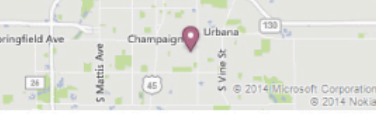
[Timeline](#) [About](#) [Photos](#) [Reviews](#) [More ▾](#)

**PEOPLE** >



**581 likes**  
**721 visits**

**ABOUT** >



706 S Goodwin Ave  
Urbana, Illinois


(217) 383-1007

**Open**  
Today 8:00am – 10:00pm


Price Range \$


<http://www.thebreadcompanyurbana.com/>

**APPS**


**The Bread Company on Goodwin**  
August 7 🌐


Lunch special: rosemary, gruyere bread pudding with our house salad

Like · Comment · @aikmanbreadco on Twitter · Share 

**The Bread Company on Goodwin**  
July 21 🌐


Bread Co. is now hiring—servers and kitchen staff. Tell great people you know to come our way and fill out an app!

Like · Comment · @aikmanbreadco on Twitter · Share 

**The Bread Company on Goodwin**  
July 14 🌐

Thanks to everyone who came to watch the World Cup with us. It was a great one!

## APPENDIX C: STIMULI 3: FACEBOOK PAGE FOR PAT'S BISTRO, CRM



**Pat's Bistro in Urbana**  
Cafe · Coffee Shop · Wine Bar

Timeline

About

Photos

Reviews

Likes


PEOPLE

★★★★★

233 likes

84 visits

ABOUT



700 S. Gregory St.  
Urbana, Illinois

(217) 452-1372


Open  
Today 8:00am – 10:00pm

Price Range \$

<http://www.patsbistrourbana.com/>


Create Page

Recent  
2014

**Pat's Bistro**  
Yesterday · Edited


For every purchase throughout the entire month of November, Pat's Bistro will donate \$1 to Eastern Illinois Foodbank, up to \$7,500.


You buy food or a drink ---> We donate \$1.

**Eastern Illinois Foodbank**


Like · Comment · Share


Cristina Morales likes this.

**Pat's Bistro** changed their cover photo.  
Yesterday



APPENDIX D: STIMULI 4: FACEBOOK PAGE FOR PAT'S BISTRO, CS






**Pat's Bistro in Urbana**  
Cafe · Coffee Shop · Wine Bar

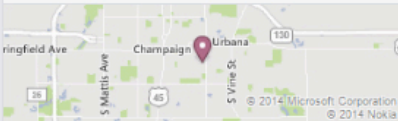
TimelineAboutPhotosReviewsLikes

PEOPLE



233 likes  
84 visits

ABOUT




700 S. Gregory St.  
Urbana, Illinois

(217) 452-1372

**Open**  
Today 8:00am - 10:00pm


Price Range \$

<http://www.patsbistrourbana.com/>

**Pat's Bistro**  
Yesterday · Edited

Pat's Bistro will donate \$7,500 to Eastern Illinois Foodbank in the month of November.


We proudly sponsor Eastern Illinois Foodbank.




Eastern Illinois  
**Foodbank**

Like · Comment · Share

Cristina Morales likes this.

**Pat's Bistro** changed their cover photo.  
Yesterday




[Create Page](#)

Recent

2014



## APPENDIX E: STIMULI 5: FACEBOOK PAGE FOR PAT'S BISTRO, CONTROL



*Pat's*  
BISTRO

**Pat's Bistro in Urbana**  
Cafe · Coffee Shop · Wine Bar

Create Page

Recent  
2014

Timeline


About

Photos

Reviews


Likes

PEOPLE



233 likes  
84 visits

ABOUT



700 S. Gregory St.  
Urbana, Illinois


(217) 452-1372


Open  
Today 8:00am - 10:00pm

Price Range \$


<http://www.patsbistrourbana.com/>

PHOTOS




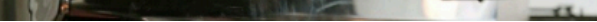
 **Pat's Bistro**  
a few seconds ago

For the entire month of November, Pat's Bistro will be having specials made from fresh tomatoes.  
  
Come out and try the delicious produce.



Like · Comment · Share

 **Pat's Bistro** changed their cover photo.  
Yesterday



APPENDIX F: STIMULI 6: PAT'S BISTRO FLYER AS BEHAVIOR MEASURE

New to Campus!

*Pat's*  
BISTRO

**Café. Coffee Shop. Wine Bar.**  
Open daily from 8:00am – 10:00 pm  
700 S. Gregory St, Urbana, IL 61801

*www.PatsBistroUrbana.com*      (217) 452-1372

## APPENDIX G: MAIN EXPERIMENT QUESTIONNAIRE



### Consent Form

#### CONSENT FORM

You are invited to be in a research study on how Millennials experience Facebook brand pages. You were selected as a possible participant because of your enrollment in an undergraduate course in Advertising. *We ask that you read this page and ask any questions you may have before agreeing to be in the study.*

This study is being conducted under the supervision of Dr. Michelle Nelson, Department of Advertising (nelsonmr@illinois.edu/ [217-344-5068](tel:217-344-5068)).

#### Background Information

The purpose of this study is to better understand Millennials' perceptions of Facebook brand pages.

#### Procedures:

If you agree to be in this study, we would ask you to do the following things:

View three different Facebook brand pages, write down your thoughts and answer a short questionnaire after each. Then answer one final questionnaire after all three of the pages.

The whole experiment will take approximately 30 minutes.

#### Risks and Benefits of being in the Study

There are no risks beyond those that exist in daily life associated with participation in the study.

There are no benefits to the participants of the study.

#### Compensation:

You will receive either class credit or extra credit points for whichever course you signed up with; if you choose to opt out this study, you'll have the chance to earn same amount of points by attending other activities as determined by your instructor.

#### Confidentiality:

The data of this study will be anonymous. The records of this study will be kept private. No identifying information will be linked to data. In any sort of report we might publish, we will not include any information that will make it possible to identify a subject. Research records will be stored securely, and only the researchers will have access to the records.

#### Voluntary Nature of the Study:

All participants must be at least 18 years of age.

Participation in this study is voluntary. Your decision whether or not to participate will not affect your current or future relations with the University of Illinois. The decision to participate, decline, or withdraw from participation will have no effect on your status at, or future relations with the University of Illinois.

The instructor of your course is not an investigator on the project and will not know who decides or declines to participate in the research study.

**Contacts and Questions:**

The instructor supervising this experiment is Dr. Michelle Nelson. If you have any questions about this study, you may contact Dr. Nelson or the students who may be conducting the study: Amy Restko (restko1@illinois.edu) or Shili Xiong (slxiong@illinois.edu).

If you have any questions or concerns regarding this study and would like to talk to someone other than the researcher(s), **you are encouraged** to contact the University of Illinois Institutional Review Board. If you have questions about your rights as a participant in this study, please contact the University of Illinois' Institutional Review Board at 217-333-2670 (collect calls accepted if you identify yourself as a research participant) or via e-mail at irb@illinois.edu.

**Statement of Consent:**

Please indicate below that you have read the information, asked questions, received answers, and either agree or choose not to participate in the study.

***You will receive a copy of the consent form to keep for your records.***

- ☐ I have read the above information. I have asked questions and received answers. I voluntarily agree to participate in this study.
- ☐ I do not want to participate in this study.

**Thank you very much for choosing to participate in this study. Your participation is greatly appreciated. You may feel free to drop out of the study at any time.**

The purpose of this study is to better understand Millennials' perceptions of Facebook brand pages.

**Procedure:**

In this study, we will ask you to do the following things:

View three different Facebook brand pages, write down your thoughts and answer a short questionnaire after each. Then answer one final questionnaire after all three of the pages.

The entire experiment will take approximately 30 minutes.



## Facebook Page 1

You will now see a Facebook page for a local restaurant. Please look at the page. After you are done looking at the page, you will answer a short questionnaire. We are interested in how millennials perceive brand pages. You will do this a total of three times, then you will take a short final questionnaire.



**Arora**  
CAFE+KITCHEN

**Coffee**



**Wraps**



**Pastries**



**Arora Cafe – Downtown Champaign**  
Cafe · American Restaurant

118 N. Neil Street | Downtown Champaign

**Timeline** | About | Photos | Likes | More ▾

PEOPLE

★★★★★

**468** likes  
**359** visits

ABOUT



118 N Neil St  
Champaign, Illinois

(217) 356-3200

Open  
Today 7:00am – 10:00pm

Price Range \$

Menu

<http://www.arora-cafe.com/>

**Arora Cafe – Downtown Champaign**  
September 18

The weekend is almost here! Power through with any of our delightfully caffeinated beverages. You can do this!!

Like · Comment

Ann Abbott, Mali Bianco and Deborah Fairley like this.

**Arora Cafe – Downtown Champaign**  
September 16

Good morning! The sun is shining and our lattes and coffee seem to be more beautiful than ever!



Please list any thoughts you had while viewing the Facebook page:

Please rate how you felt toward the business when viewing the Facebook page:

Unimportant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Important
Of concern to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Of no concern
Means a lot to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Means nothing to me
Does not matter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Matters to me
Insignifiant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Significant

Please rate how much you liked the business:

Liked very little
☐
☐
☐
☐
☐
☐
☐
☐

Liked Very much

Please rate how much you liked the Facebook page:

Liked very little
☐
☐
☐
☐
☐
☐
☐
☐

Liked very much

Please rate how much you feel the following statements describe the business:

	Does not describe the company at all		Somewhat describes the company		Describes the company very well
This company cares about the environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This company has high ethical standards.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This company helps their community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your perception of the restaurant:

	Poor						Excellent
Quality of service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taste of food/drinks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendliness of staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Atmosphere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How willing would you be to recommend the restaurant to a family member or friend?

Definitely would not recommend	Most likely would not recommend	Probably would not recommend	Probably would recommend	Most likely would recommend	Definitely would recommend
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How willing would you be to recommend the restaurant's Facebook page to a family member or friend?

Definitely would not recommend	Most likely would not recommend	Probably would not recommend	Probably would recommend	Most likely would recommend	Definitely would recommend
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your interest in visiting the business:

Will never visit	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Definitely will visit
Definitely do not intend to visit	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Definitely intend to visit
Very low interest in the business	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Very high interest in the business
Definitely will not visit	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Definitely will visit
Probably will not visit	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Probably will visit

Prior to viewing the Facebook page, how familiar were you with the company?


Not familiar at all	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Very familiar
---------------------	---	---------------


How much did you like the business before viewing the Facebook page?

Did not like at all	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Liked very much
---------------------	---	-----------------

## Facebook Page 2

You will now see the next Facebook page for a local restaurant. Please look at the page. After you are done looking at the page, you will answer a short questionnaire. We are interested in how millennials perceive brand pages. You will do this a total of three times, then you will take a short final questionnaire.






**Pat's Bistro in Urbana**  
Cafe · Coffee Shop · Wine Bar

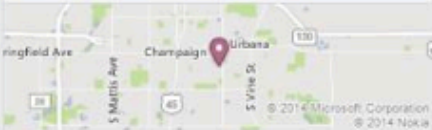
[Timeline](#) [About](#) [Photos](#) [Reviews](#) [Likes](#)

**PEOPLE**



**233 likes**  
**84 visits**

**ABOUT**



700 S. Gregory St.  
Urbana, Illinois




(217) 452-1372

**Open**  
Today 8:00am - 10:00pm

Price Range \$

<http://www.patsbistrourbana.com/>

**PHOTOS**



Please list any thoughts you had while viewing the Facebook page:

Please rate how you felt toward the business when viewing the Facebook page:

Unimportant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Important
Of concern to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Of no concern
Means a lot to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Means nothing to me
Does not matter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Matters to me
Insignifiant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Significant

Please rate how much you liked the business:

Liked very little ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Liked Very much

Please rate how much you liked the Facebook page:

Liked very little ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Liked very much

Please rate how much you feel the following statements describe the business:

	Does not describe the company at all		Somewhat describes the company		Describes the company very well
This company cares about the environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This company has high ethical standards.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This company helps their community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your perception of the restaurant:

	Poor						Excellent
Quality of service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taste of food/drinks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendliness of staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Atmosphere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How willing would you be to recommend the restaurant to a family member or friend?

Definitely would not recommend	Most likely would not recommend	Probably would not recommend	Probably would recommend	Most likely would recommend	Definitely would recommend
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How willing would you be to recommend the restaurant's Facebook page to a family member or friend?

Definitely would not recommend	Most likely would not recommend	Probably would not recommend	Probably would recommend	Most likely would recommend	Definitely would recommend
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your interest in visiting the business:

Will never visit	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Definitely will visit
Definitely do not intend to visit	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Definitely intend to visit
Very low interest in the business	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Very high interest in the business
Definitely will not visit	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Definitely will visit
Probably will not visit	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Probably will visit

Prior to viewing the Facebook page, how familiar were you with the company?

Not familiar at all	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Very familiar
---------------------	---	---------------


How much did you like the business before viewing the Facebook page?


Did not like at all	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Disliked somewhat	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Somewhat liked	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Liked very much
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### Facebook Page 3

You will now see the third Facebook page for a local restaurant. Please look at the page. After you are done looking at the page, you will answer a short questionnaire. We are interested in how millennials perceive brand pages. You will do this a total of three times, then you will take a short final questionnaire.






### The Bread Company on Goodwin

Restaurant · Bakery


TimelineAboutPhotosReviewsMore ▾

PEOPLE >



581 likes  
721 visits

ABOUT >



706 S Goodwin Ave  
Urbana, Illinois


(217) 383-1007

Open  
Today 8:00am – 10:00pm

Price Range \$

<http://www.thebreadcompanyurbana.com/>

APPS




#### The Bread Company on Goodwin

August 7

Lunch special: rosemary, gruyere bread pudding with our house salad

Like · Comment · @aikmanbreadco on Twitter · Share




#### The Bread Company on Goodwin

July 21

Bread Co. is now hiring—servers and kitchen staff. Tell great people you know to come our way and fill out an app!

Like · Comment · @aikmanbreadco on Twitter · Share



#### The Bread Company on Goodwin

July 14

Thanks to everyone who came to watch the World Cup with us. It was a great one!

Please list any thoughts you had while viewing the Facebook page:

Please rate how you felt toward the business when viewing the Facebook page:

Unimportant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Important
Of concern to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Of no concern
Means a lot to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Means nothing to me
Does not matter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Matters to me
Insignifiant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Significant

Please rate how much you liked the business:

Liked very little	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Liked Very much
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Please rate how much you liked the Facebook page:

Liked very little	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Liked very much
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Please rate how much you feel the following statements describe the business:

	Does not describe the company at all		Somewhat describes the company		Describes the company very well
This company cares about the environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This company has high ethical standards.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This company helps their community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your perception of the restaurant:

	Poor						Excellent
Quality of service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taste of food/drinks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendliness of staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Atmosphere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



How willing would you be to recommend the restaurant to a family member or friend?

Definitely would not recommend	Most likely would not recommend	Probably would not recommend	Probably would recommend	Most likely would recommend	Definitely would recommend
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How willing would you be to recommend the restaurant's Facebook page to a family member or friend?

Definitely would not recommend	Most likely would not recommend	Probably would not recommend	Probably would recommend	Most likely would recommend	Definitely would recommend
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your interest in visiting the business:

Will never visit	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Definitely will visit
Definitely do not intend to visit	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Definitely intend to visit
Very low interest in the business	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Very high interest in the business
Definitely will not visit	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Definitely will visit
Probably will not visit	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Probably will visit

Prior to viewing the Facebook page, how familiar were you with the company?

Not familiar at all	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Very familiar
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How much did you like the business before viewing the Facebook page?

Did not like at all	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Disliked somewhat	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Somewhat liked	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Liked very much
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### Final Questionnaire

For the next three questions, please answer thinking back to the Facebook pages that you just saw.

Aroma Cafe posted a photo of a pot of tea on their page.

- ☐ True
- ☐ False
- ☐ I do not remember

On the Facebook page for Pat's Bistro, what did they say the fresh produce was for the month of November?

- ☐ Apples
- ☐ Carrots
- ☐ Tomatoes
- ☐ Corn

The Bread Company posted their specials on the Facebook page.

- ☐ True
- ☐ False
- ☐ I do not remember

Please rate how often you use the "like" button on Facebook:

Never | ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ | Quite often

What makes you "like" brand Facebook pages? (please select up to three choices)

- |   |   |
|---|---|
| <input type="checkbox"/> Seeing my friends have "liked" it              | <input type="checkbox"/> To share my personal experiences                                       |
| <input type="checkbox"/> An advertisement led me to the brand page      | <input type="checkbox"/> To research brands when I was looking for specific products / services |
| <input type="checkbox"/> Someone recommended it to me                   | <input type="checkbox"/> To participate in contests   |
| <input type="checkbox"/> To support the brand I like                    | <input type="checkbox"/> To get a coupon or discount  |
| <input type="checkbox"/> To receive regular updates from a brand I like | <input type="checkbox"/> Other: <input type="text"/>  |
| <input type="checkbox"/> To share my interests / lifestyle with others  |   |

What types of causes do you most often support? (please check a maximum of three categories.)

- |  |  |
|--|--|
| <input type="checkbox"/> Public Service and Military | <input type="checkbox"/> Sports                      |
| <input type="checkbox"/> Elderly                     | <input type="checkbox"/> Children                    |
| <input type="checkbox"/> Individual Challenge        | <input type="checkbox"/> Disability                  |
| <input type="checkbox"/> Community                   | <input type="checkbox"/> Environment                 |
| <input type="checkbox"/> Animals and Wildlife        | <input type="checkbox"/> Arts and Culture            |
| <input type="checkbox"/> Education                   | <input type="checkbox"/> Religion                    |
| <input type="checkbox"/> Medical                     | <input type="checkbox"/> Welfare                     |
| <input type="checkbox"/> International               | <input type="checkbox"/> Other: <input type="text"/> |

How important is it for you to personally support a charitable cause?

Unimportant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Important
Of concern to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Of no concern
Means a lot to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Means nothing to me
Does not matter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Matters to me

How important do you think it is for a company to support a charitable cause?

Unimportant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Important
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Please rate your attitude toward the following cause: **Eastern Illinois Foodbank**

Dislike Extremely	Dislike Very Much	Dislike Slightly	Neither Like nor Dislike	Like Slightly	Like Very Much	Like Extremely
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

On average, how much do you contribute to a charitable cause in a year?

- ☐ \$0 - \$10
- ☐ \$11 - \$20
- ☐ \$21 - \$50
- ☐ \$51 - \$100
- ☐ \$101 +

What gender do you most identify with?

- ☐ Male
- ☐ Female
- ☐ Other

What is your age?

What is your race?

- ☐ African American
- ☐ Hispanic
- ☐ Asian
- ☐ Native American
- ☐ Pacific Islander
- ☐ White/Caucasian
- ☐ Other:

Were you born in the United States?

- ☐ Yes
- ☐ No

If no, how long have you lived in the United States? (in years)

What is your major?

## APPENDIX H: DEBRIEFING STATEMENT

### Debriefing Statement

Thank you very much for your participation in this study!

This research was conducted to examine the halo effects that are associated with corporate social responsibility.

Specifically, we wanted to see how different types of corporate social responsibility, as portrayed on a Facebook brand page, could affect the subsequent perceptions of the brand. There were three different conditions in this study; so you may have seen a restaurant brand page for a fictitious restaurant—Pat’s Bistro—with a cause-related marketing campaign, cause sponsorship, or you may have just seen a brand with no campaign connected to a cause.

If you have any questions about this research, please feel free to contact:

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